

## US Mint Focus Group Screener

Hello Mr./Ms. \_\_\_\_\_, my name is \_\_\_\_\_ and I'm calling about a market research study in your area. We are recruiting for an upcoming focus group in which participants will be asked to share their thoughts and feelings related to your how people use money.

Would you mind answering a few questions?

Q1. Determine gender

- ☐ Male
- ☐ Female

Q2. I am going to read some age categories, could you please tell me in which category your age falls?

- ☐ Under 18 years old → eliminate [thank respondent politely, ask to speak with someone at least 18 years old]
- ☐ 18-25 → continue
- ☐ 26-35 → continue
- ☐ 36-45 → continue
- ☐ 46-55 → continue
- ☐ 56-65 → continue
- ☐ 66 and over → continue

[Please recruit age diverse groups.]

Q3. Do you or someone from your immediate family work for any of the following:

- ☐ A Market Research Firm → eliminate [thank respondent politely]
- ☐ The United States federal government → eliminate [thank respondent politely]

Q4. Have you participated in a focus group within the past year?

[Interviewer: participation in telephone or internet surveys is allowed]

- ☐ Yes → eliminate [thank respondent politely]
- ☐ No

Q5. Have you made any purchases with cash in the last two weeks?

- ☐ Yes
- ☐ No → No more than 3 per group

Q6. What is the highest level of education that you have completed?

- ☐ Less than high school
- ☐ High school graduate or GED
- ☐ Technical/vocational school
- ☐ Community college

- ☐ Some college
- ☐ College (Bachelor's degree) → no more than 2 per group
- ☐ Advanced degree (postgraduate degree) → no more than 2 per group

Q7. Would you classify where you live as urban, suburban, or rural?

- ☐ Urban
- ☐ Suburban
- ☐ Rural

Q7a. What is your zipcode? \_\_\_\_\_

Q8. Are you of Hispanic or Latino origin?

- ☐ Yes
- ☐ No

Q9. What is your race? I am going to read several categories of race. You may choose one or more categories. Are you?

- ☐ White
- ☐ Black or African American
- ☐ Asian
- ☐ Native Hawaiian or other Pacific Islander
- ☐ American Indian or Alaska Native
- ☐ Other

Q10. I am going to read some income categories; could you classify your annual household income to one of these categories?

- ☐ Less than \$20,000 per year
- ☐ \$20,000 to less than \$40,000 per year
- ☐ \$40,000 to less than \$60,000 per year
- ☐ \$60,000 to less than \$80,000 per year
- ☐ \$80,000 to less than \$100,000 per year
- ☐ \$100,000 to less than \$150,000 per year → no more than 2 per group
- ☐ \$150,000 and over → no more than 2 per group

Q11. How many people are in your household? \_\_\_\_\_

Q12. How many children under age 18 are in your household? \_\_\_\_\_

Thank you for answering these questions. We would like to invite you to participate in a focus group with about 8 other participants to discuss issues relating to eating habits and health. The discussion will last approximately two hours. The discussion will be video- and audio-taped, and also observed by researchers from the United States Mint. Your participation and everything you say during the discussion will remain confidential and your personal identifying information will not be included in any reports. At the conclusion of the focus group, you will receive. Are you interested in participating in this focus group?

- ☐ Yes
- ☐ No → [Thank the person for his/her time]

I'm glad that you will be able to join us! The focus group will take place on (Day), (Date), at [6:00 or 8:00 p.m.] at [site location].

Will you be available to participate at this time?

- ☐ Yes
- ☐ No → [Thank the person for his/her time]

I would like to send you a confirmation letter and directions to the facility. In order to do so, could you please tell me your mailing address (or fax number, e-mail address) and a phone number where you can be reached:

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Date of focus group: \_\_\_\_\_ Time: \_\_\_\_\_

We are only inviting a few people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call [recruiter] at [telephone number] if this should happen. We look forward to seeing you on [date] at [time]. If you use reading glasses, please bring them with you to the focus group.